



Broadband KY: Outreach and Development Project

Mission Statement

The mission of the Kentucky Broadband Planning Project is *to accelerate the expansion of sustainable broadband access, adoption and utilization in the Commonwealth of Kentucky by determining the characteristics of sustainable adoption in Kentucky, and promoting the value of broadband to improve the lives of citizens.*

Four Strategic Objectives

1. Identify up to five specific areas of need in the Commonwealth - called *Project Areas* - and develop a targeted approach for addressing broadband access, adoption and utilization in these targeted areas.
2. In support of the NTIA SBI goal of encouraging sustainable adoption of broadband, determine the characteristics of sustainable adoption and utilization in the Commonwealth of Kentucky.
3. In support of NTIA and the Commonwealth's mutual economic development goals, target broadband planning in the selected *Project Areas* towards utilizing the Internet as an engine for ongoing innovation and economic growth.
4. Target broadband planning in the selected *Project Areas* towards improving the lives of Commonwealth citizens in ways that include: healthcare, workforce development, education, access to government services, and business development.

IPA Workshop Goal

Generate buy-in and commitment to impact broadband availability, adoption or utilization priorities in each Region's Project Area

Regional Work Shop Objectives

1. Review data and analysis relevant to the project area
2. Workshop participants supplement survey data and analysis with local and regional insight, knowledge and perspective
3. Identify and prioritize key issues facing the Project Area
4. Begin to operationalize Project Area goals towards action plans. Participants develop Project Area goals, and recommend specific approaches for achieving goals.



Definitions

1. **Projects Areas** are selected areas of focus, targeted for forward-looking broadband planning within *Regions*, with no more than five total *Project Areas*.
2. **Potential for Change** refers to the potential for a project in a prospective *Project Area* to produce measureable benefits; i.e., changes in broadband availability, adoption, and/or utilization in the three-year project period.
3. **Commitment & Capacity of Stakeholders** refers to *Region* participants who, from a resource perspective can be available, and are willing to commit to performing the work required to develop and carry out a *Project Area* work plan that will result in measureable change in broadband utilization during the project period.
4. A **Project Area Scope of Work (SOW)** describes the targeted area of focus. It provides priority issues, boundaries (geographic or other), next steps and working group members for the selected *Project Area*. One such SOW will be developed for each selected *Project Area*.
5. **Project Area Working Group** is that group of individuals committed to working on targeted broadband planning and outreach for a selected *Project Area*, primarily during the second half of 2012.
6. **IPA & FPA Workshops** refers to *Initial Project Area Workshops* and *Final Project Area Workshops*, respectively that will be held in each of the selected *Project Areas*, with the *IPA Workshop* in the fall, and the *FPA Workshop* in January 2013.
7. A **Project Area Work Plan** will be developed for each *Project Area* and will include Project Goals, a road map that identifies opportunities, costs and benefits of proposed broadband initiatives, and a high-level action plan for implementing the road map. Draft *Project Area Work Plans* will be developed following the *Initial Project Area Workshops* in the fall with an anticipated December 2012 delivery; final *Project Area Work Plans* will be completed after the *Follow-up Project Area Workshops* in early 2013.

Broadband KY: Outreach and Development Project Web Links

Office of Broadband Outreach & Development: <http://finance.ky.gov/INITIATIVES/BROADBAND>